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EXTRAORDINARY

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GOVERNMENT OF PUNJAB
DEPARTMENT OF INFORMATION AND PUBLIC RELATIONS
NOTIFICATION

The 8th May, 2023

No. 1/556883/2023.— The Governor of Punjab is pleased to make the following amendment in the Punjab News Web Channel Policy, 2022 issued vide PR. No. I/423869/2022, dated 12.09.2022 as under:-

POLICY

1. (1) The Policy may be called the Punjab News Web Channel (Third Amendment) Policy, 2022.
- (2) This Policy shall come into force with immediate effect.
2. In the Punjab News Web Channel Policy, 2022, Para 9A is added as mentioned below:-

**9A: TO OUTREACH PUBLIC AT RURAL AND URBAN AREA OF THE STATE
THROUGH PROFESSIONAL AGENCIES.**

Different Professional agencies may be engaged in public interest, primarily catering to the following specific needs:-

- a) Video Production on DAVP rates & live streaming.
- b) Social Media Management.
- c) Public Relations and Media Planning (including Content & Strategy Development).

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Information and Public Relations

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